



**Brad Little**, Governor  
**Tom Kealey**, Director

**Idaho Travel Council**  
**Tuesday, May 6, 2021 | 9:00 am to 4:35 pm**

Join Meeting via [Zoom](#)- Call-in instructions below

Meeting Phone: 669-900-6833 or 346-248-7799

Meeting ID: 895 3916 7870

Public Meeting Location:

Len B. Jordan Bldg., 650 W. State Street, Boise, in the basement, across from the cafeteria, conference room 09. Please note: Seating is limited, only 9 seats are available, seating is first come first serve, contact [Diane Norton](#) to reserve a seat. The public is encouraged to participate via ZOOM.

<b>Idaho Travel Council Members Present</b>	<b>Commerce Staff Present</b>
T- Earl Sullivan, Multi-Region	T- Tom Kealey, Director
T- Mike Fitzpatrick, (Chair) Region VII	Matt Borud, Marketing and Innovation Officer
T- Kayoko Magnus, Region I	T- Diane Norton, Tourism Manager
T- Art McIntosh, Region II	T -Ewa Szewczyk, Grants Manager
T- Pat Morandi, (Vice-Chair) Region III	T- Holly Stevenson, Grants
Shawn Barigar, Region IV	T- Tina Caviness, Analyst Associate
T- Jeffery Glissendorf, Region V	T- Laurie McConnell, Sr. Public Information Officer
T- Lonnie Allen, Region VI	T- Nancy Richardson, Sr. Tourism Specialist
	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
T - Teleconference	T- Cristin Wondergem, Tourism Specialist

Mike Fitzpatrick, Chair called meeting to order at 9:01 am

**Welcome and Introductions**

Welcome ITC; new council member Earl Sullivan, Tourism team and participants.

**Approval of Meeting Minutes** Action item

March Meeting Minutes – Mike Fitzpatrick, Chair

Motion: Lonnie Allen

Seconded: Art McIntosh

All in Favor

Motion approved

**Mike Fitzpatrick, Chair**

Mike Fitzpatrick, Chair - Welcome Director Tom Kealey

**Commerce Update**

Director Tom Kealey

- Big rebound in Travel & Tourism/Commerce
- Business Retention, Expansion, Attraction Efforts
- Community Development Block Grant
- IGEM
- Building Idaho's Future
- Broadband, Broadband Advisory Board, Idaho Broadband Fund, Starlink
- Air Service expansion
- New Director Susan Buxton with Idaho Parks and Recreation
- More Collaboration with Fish & Game
- Trade Mission to Mexico
- Availability for Housing, affordability



**Brad Little**, Governor  
**Tom Kealey**, Director

- Employment issues
- Welcome Earl Sullivan to the Council

#### **Program and Budget Review**

Matt Borud

- Lodging Tax Collections
- FY21 Monthly Lodging Collections
- Monthly Lodging Tax Collections
- Regional Projections
- STR Census
- Available Vacation Rental Listings
- Traditional Lodging Occupancy %
- Vacation Rental Occupancy %
- Traditional Lodging ADR & Occupancy \$
- Vacation Rental ADR %
- Project Updates; EDA Grants, Interagency Partnerships, Mobile Vaccine Grants

#### **Grant Updates and Presentation Process Review**

Ewa Szewczyk

- Presentations similar to last year
- 10 minutes to present and 10 minutes for questions

#### **Presentations**

Southeast Idaho High Country Tourism  
Southwest Idaho Travel Association (SWITA)  
Boise Convention & Visitors Bureau  
Coeur d'Alene Convention & Visitors Bureau  
Yellowstone Teton Territory (YTT)  
Sun Valley Marketing Alliance

Destiny Egley  
Jared Montague  
Carrie Westergard  
Mark Robitaille  
Kristi Baughman  
Scott Fortner

#### **Presentations**

(continued)  
Southern Idaho Tourism (SIT)  
Hailey Chamber of Commerce  
McCall Area Chamber of Commerce  
Greater Idaho Falls Chamber of Commerce  
Greater Sandpoint Chamber of Commerce  
Pocatello Convention & Visitors Bureau  
Teton Regional Economic Coalition  
North Idaho Tourism Alliance (NITA)  
Moscow Chamber of Commerce

Melissa Barry  
Mike McKenna  
McKenzie Kramer  
Chip Schwarze  
Kate McAlister  
Stephanie Palagi  
Brian McDermott  
Ricia Lasso  
Samantha Martinet

#### **Q & A**

Mike Fitzpatrick, Chair

#### **Adjourn Meeting**

Mike Fitzpatrick, Chair adjourned meeting 4:06 pm

Motion: Pat Morandi

Seconded: Art McIntosh

All in favor

Motion approved

Action item



Brad Little, Governor  
Tom Kealey, Director

**Idaho Travel Council**  
**Tuesday, May 7, 2021 | 9:00 am to 3:10 pm**

Join Meeting via [Zoom](#) - Call-in instructions below

Meeting Phone: 669-900-6833 or 346-248-7799

Meeting ID: 849-2417-7814

Public Meeting Location:

Len B. Jordan Bldg., 650 W. State Street, Boise, in the basement, across from the cafeteria, conference room 09. Please note: Seating is limited, only 9 seats are available, seating is first come first serve, contact [Diane Norton](#) to reserve a seat. The public is encouraged to participate via ZOOM.

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	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
T - Teleconference	T- Cristin Wondergem, Tourism Specialist

Mike Fitzpatrick, Chair called meeting to order at 9:00 am

**Welcome**

Welcome ITC, Tourism team and participants.

**Grant Presentation Process Review**

Ewa Szewczyk

- Presentations similar to last year
- 10 minutes to present and 10 minutes for questions

**Presentations**

North Central Idaho Travel Assoc (NCITA)  
Visit Lewis Clark Valley  
Nampa Chamber of Commerce  
Cascade Chamber of Commerce  
Stanley-Sawtooth Chamber of Commerce  
Post Falls Chamber of Commerce  
Lemhi County Economic Development Assoc  
(LCEDA)

Stacia Morfin  
Michelle Peters  
Jill Cryder  
Julie Crosby  
Dani Hansen  
Christina Petit  
Tammy Stringham

**Presentations (continued)**

Idaho Lodging & Restaurant Assoc (ILRA)  
Idaho Outfitters & Guides Assoc (IOGA)  
Idaho RV Campgrounds Assoc (IRVCA)

Pam Eaton  
Erik Weiseth  
Jeannie Bixby



**Brad Little**, Governor  
**Tom Kealey**, Director

Idaho Ski Areas Assoc (ISAA)  
Challis Chamber of Commerce

Rebecca Reeves  
Sherry Maestas

## **Q & A**

Mike Fitzpatrick, Chair

## **Scope of Work Updates**

Ewa Szewczyk

Future dates;

- Grant Awards, Lewiston, July 26<sup>th</sup> & 27<sup>th</sup>
- ICORT, October 4<sup>th</sup> – 6<sup>th</sup>

## **Adjourn Meeting**

Mike Fitzpatrick, Chair adjourned meeting 2:50 pm

Motion: Shawn Barigar

Seconded: Pat Morandi

All in favor

Motion approved

Action item